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KRISTIN MCMILLAN
PRESIDENT & CEO

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ast month, I testified before the U.S. House of Representatives Subcommittee on Public Lands and Environmental Regulation to support the designation of Tule Springs Fossil Beds as a national monument. The

legislation for the monument would provide 22,650 acres bordering the cities of Las Vegas and North Las Vegas, as well as the Las Vegas Paiute Indian Reservation and the Desert National Wildlife Refuge. The monument area would protect thousands of Ice Age fossils that are located at the northern edge of Las Vegas.

"This bill represents a unique opportunity where the preservation of our past can be an economic driver of our future."

The designation would be Nevada's first, and would strengthen Southern Nevada travel and tourism and bring a myriad of related economic and educational benefits to our region by preserving an impressive piece of archaeological and geological history. Additional economic benefits of the legislation include the transfer of federal land to the cities of Las Vegas and North Las Vegas for commercial development purposes; specifying land for the protection of air space above Nellis Air Force Base and transferring additional land for Air Force training

purposes; transferring federal land for use by UNLV and College of Southern Nevada; preserving land for utility corridors; and providing federal land near Primm for flood control protection use to help pave the way for the proposed Ivanpah Airport, among other things.

It was a thrill to testify before a Congressional subcommittee, but perhaps most exciting is the level of bipartisan partnership that has been created as a result of this legislation. The Southern Nevada Congressional delegation and local government officials – representing so many diverse industries, people and groups – came together to cohesively present the case for passage. Most notably, the bill's primary sponsor, U.S. Congressman Steven Horsford, as well as co-sponsors Congressman Joe Heck, Congressman Mark Amodei and Congresswoman Dina Titus, each affirmed the benefits of the legislation and urged action on this bill. Also, City of North Las Vegas Mayor John Lee and City of Las Vegas Ward 6 Councilman Steve Ross joined with me on the panel to testify in support of this important piece of federal legislation.

As I said during my testimony, "This bill represents a unique opportunity where the preservation of our past can be an economic driver of our future." Collectively, as a region, we benefit from having this national monument and all of the economic advantage it brings. Together, in solidarity and in partnership, we can harness this rare and unique opportunity for our valley.

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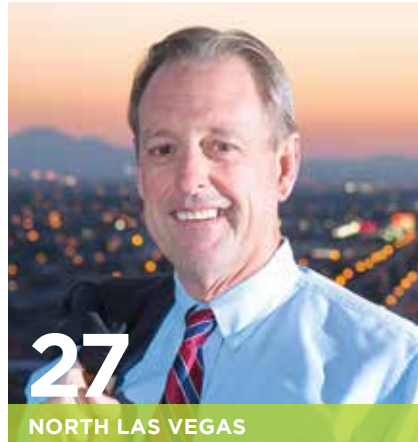
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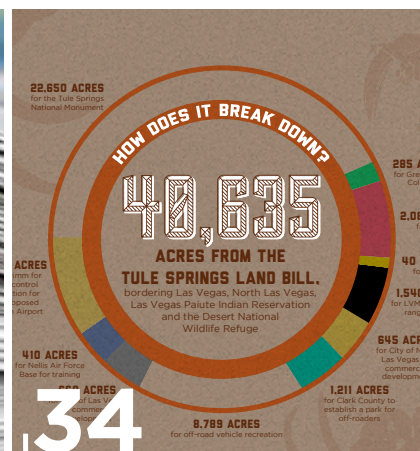
NEWS YOU NEED



METRO CHAMBER CEO TESTIFIES



MEMBER NEWS



KNOW THE NUMBERS: TULE SPRINGS



VYP

chamber news

“business leads the way” for the annual installation luncheon

Join the Las Vegas Metro Chamber of Commerce on Tuesday, December 3, as the 2014 Board of Trustees is sworn in, and Bruce Spotleson, a veteran media executive, takes the reigns as Chairman of the Board. This annual affair, taking place at Aria Resort & Casino, is an excellent opportunity to engage Metro Chamber leadership and form new business connections. Attendees will hear from Spotleson on his vision for the Metro Chamber, and the Las Vegas business community, as “business leads the way” for 2014.

Spotleson heralds from the world of print and broadcast media, and has been in Las Vegas since 1996. As a new member of the Las Vegas community, he joined the Las Vegas Chamber of Commerce and quickly segued into volunteerism within the organization. He was awarded the Chamber’s Circle of Excellence Award in 1998, served on the Business Council as two-time chair of the Business Expo committee and as chairman of the Council. He is also a 1999 graduate of the Leadership Las Vegas program. Throughout his distinguished career, his belief that business acts as a catalyst for change in communities has guided him in helping to launch several key Las Vegas business publications, including the *Las Vegas Business Press*, *VegasInc.* and *CityLife*.

Join the community at the annual Installation Luncheon as Spotleson explains how business will lead the way in 2014 and beyond. For more information or to purchase tickets or tables, visit LVChamber.com or call 702.641.5822.



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Getting ahead of your marketing dollars can help you better plan, promote and execute your exhibitor opportunities. With the Metro Chamber’s two signature annual events, Preview Las Vegas (coming up on Friday, January 24, 2014 at the Thomas & Mack Center – Cox Pavilion) and Business Expo (Wednesday, June 11, 2014), your products, services and brand can be front-and-center to thousands of decision-makers, business leaders, potential clients and service providers. Booths for Preview Las Vegas are now available for just \$1200 for a standard and \$1800 for a double. Business Expo booths range from \$400 to 1,000, depending on type and size, and will be available to reserve in early 2014. Visit PreviewLasVegas.com to reserve your Preview booth today.

prepay your chamber membership dues and save!

Metro Chamber members will receive a statement this month giving them the option to prepay their membership dues. By prepaying dues before December 31, 2013, members get a jump-start on budgeting for 2014. It could also translate to valuable tax savings for members. In addition, Chamber members that prepay dues before the end of the year will have the opportunity to win a full-page advertisement in the *Las Vegas Review-Journal*, valued at more than \$20,000! If you would like more information on the benefits of prepaying your dues, contact the Metro Chamber accounting department at 702.641.5822. You should receive your statement by November 20.

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news you need



are you ready for small business saturday?

Small Business Saturday, a day dedicated to supporting small businesses across the country, will take place on Saturday, November 30. In 2012, the estimated consumer spending on Small Business Saturday was \$5.5 billion, and has been steadily growing in both popularity and participants since its inception in 2010. This year, American Express (the initiative's founding organization) is offering customized web ads, free signage, sample social media posts and email blasts to help these businesses publicize their involvement in the initiative. For more information on how your business can become involved as a participant or Neighborhood Champion and to access the free tools available for Small Business Saturday, visit shopsmall.org.

detr establishes assessment rates for unemployment insurance



The Employment Security Division of the Department of Employment, Training, and Rehabilitation has been working to put statutory and regulatory authority in place to refinance existing trust fund debt through the issuance of bonds. After much work in formulating the financial structure of the bonds, the division has requested a straight-forward, short-term, tax-exempt bond structure that will refinance the debt at a lower interest rate and will do so in time to reset the FUTA tax rate to its lowest available level (0.60 percent). The Special Bond Assessment regulation, adopted October 4, established the methodology for calculating the assessment rate to employers, as well as the structure by which employers are charged assessments in relation to their experience ratings for regular contributions. The bond, as currently structured, saves employers approximately \$15 million over the life of the borrowing; helps to stabilize the tax rates for employers; eliminates the separate special interest assessment; and allows the Division to reduce the average SUTA tax rate so that employers will be paying a slightly lower rate overall when the cost of all unemployment insurance tax assessments are taken into consideration. The

Division began selling bonds during the week of October 21, with plans for final closing of the bond sales on November 7. For more information, visit detr.state.nv.us.

By Frank Woodbeck, Director, DETR

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s a Metro Chamber member, you can be one of the first to try out cutting edge startup technology and products. Through JumpStart Vegas, the business community can volunteer as beta-testers, take part in trials and test new products, as well as serve as a coach or mentor to startup businesses. This is an exciting way for established and traditional businesses to become involved with the vibrant and growing startup community in Las Vegas, test new products and technology before the rest of the world and create strong business relationships with some of the most dynamic startups in the world. To get more information on how your business can become involved with the local startup community through JumpStart Vegas, visit JumpStartLV.com and sign up to receive email updates using the form at the bottom of the webpage.

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metro chamber leadership advocates for southern nevada business community in washington, d.c.

During a recent advocacy trip to Washington, D.C., a delegation of Metro Chamber leadership and members met with Congressional leaders from around the country, as well as think tanks and policy groups. The schedule was full and the takeaways were plenty; with a clear-cut agenda and a focus on collaboration, common-sense solutions and realistic applications of those solutions on behalf of Nevada's business community, the delegation was able to advance a number of issues, including workforce development efforts, improving the quality of K-12 education, maintaining affordable healthcare, funding the construction of Interstate 11 (I-11), expanding tourism and travel to Las Vegas and utilizing federal public lands in Nevada.

One of the Metro Chamber's top agenda items during the trip was advocating in favor of the designation of Tule Springs as a national monument. Chamber leaders and North Las Vegas Mayor John Lee met with Congressman Rob Bishop (R-UT), Chairman of the Subcommittee on Public Lands and Environmental Regulation, to share the benefits of the bill to both job creation and land preservation. As a result of that meeting, Congressman Bishop scheduled a hearing to hear this important public land bill for Southern Nevada just a few weeks after the initial meeting.

During this trip, Chamber leaders met with members of Congress from neighboring states, such as Arizona and Utah, as well as members of Nevada's delegation, on regional issues such as transportation infrastructure, economic development and water infrastructure investment for the betterment of our community and the region. The delegation also discussed the impact of federal health care reform; improving Nevada's competitiveness for relocating businesses and industries through tort reform and reducing the amount of litigation and lawsuits against businesses; finding resources to fund and finish the I-11 corridor connecting Las Vegas and Phoenix; immigration reform; and the positive economic that the JOLT Act and the expansion of the international tourism and business travel sector would have on our economy.

K-12 and higher education were also hot topics, as the delegation met with representatives of The Education Trust, one of the nation's leading policy groups, to discuss the implementation of Common Core Standards, the K-12 Education Reauthorization Act by Congress and effective accountability policies. The delegation also met with the Brookings Institution on issues of regional growth and global competitiveness; the U.S. Chamber of Commerce on several issues affecting business and legislative priorities; and the Tax Foundation for an overview and discussion of current tax topics, including provisions, structures, implementation and challenges.

The decisions made in Washington, D.C. have a significant impact on all of us in Southern Nevada, and having strong and meaningful relationships with Congressional leaders and policy experts in Washington, D.C. is an important tenet to our community's success. Through weighty conversations and robust dialogue, the Metro Chamber effectively advanced an agenda to promote and strengthen the Southern Nevada business community.

chamber insurance & benefits



TIPS TO REDUCE AND MANAGE JOB AND WORKPLACE STRESS

W

hile some workplace stress is normal, excessive stress can interfere with your productivity and impact your physical and emotional health. Finding ways to manage workplace stress isn't about making huge changes, but rather about focusing on the one thing that's always within your control: You. When your own needs are taken care of, you're stronger and more resilient to stress.

Even small things can lift your mood and energy, making you feel like you're back in the driver's seat. As you make more positive lifestyle choices, you'll notice a reduction in your stress levels both at home and at work.

Get moving

Regular exercise is a powerful stress reliever. Try to get at least 30 minutes of activity on most days.

Make food choices that keep you going

By eating small but frequent meals, you help your body maintain an even level of blood sugar, keep your energy up, stay focused and avoid mood swings.

Drink alcohol in moderation and avoid nicotine

Drinking or smoking when you're feeling stressed and overwhelmed may seem calming, but alcohol and nicotine are powerful stimulants—leading to higher, not lower, levels of anxiety.

Get enough sleep

When you're well rested, it's much easier to keep your emotional balance.

Reduce job stress by prioritizing and organizing

- Create a balanced schedule. Try to find a balance between work and family life, social activities and solitary pursuits, daily responsibilities and downtime.
- Don't overcommit yourself. Avoid scheduling things back-to-back or trying to fit too much into one day. Eliminate tasks that aren't truly necessary.
- Try to leave earlier in the morning. Even 10-15 minutes can make a difference. Don't add to your stress by running late.
- Plan regular breaks. Take short breaks throughout the day to clear your mind.

Task Management Tips for Reducing Job Stress

- Prioritize tasks. Make a list of tasks and do the high-priority items first.
- Break projects into small steps. Focus on one manageable step at a time.
- Delegate responsibility. Let go of the desire to control or oversee every step.



Break bad habits

- Resist perfectionism. Aim to do your best; no one can ask for more than that.
- Clean up your act. If you're always running late, set your clocks fast and give yourself extra time. If your desk is a mess, file and throw away the clutter. Plan your day and stick to the schedule; you'll feel less overwhelmed.
- Flip your negative thinking. Try to think positively about your work, avoid negative-thinkers, and pat yourself on the back about small accomplishments.
- Don't try to control the uncontrollable. Many things at work are beyond our control. Focus on the things you can control such as the way you choose to react to problems.

This information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For information on insurance coverage options for your business, go to ChamberIB.com. This month's information is provided by Justin Crail, Behavioral Healthcare Options.

Source: Segal, J., Smith, M., Robinson, L., & Segal, R. (Updated 2013, August). Stress at work: Tips to reduce and manage job and workplace stress.

your scene | you're seen

business excellence awards luncheon



The Metro Chamber honored 25 trailblazers, innovators, pacesetters, groundbreakers and cultivators at the Business Excellence Awards Luncheon, sponsored exclusively by Nevada State Bank. More than 400 guests turned out to celebrate these businesses that embody excellence. For a complete list of the honorees, visit LVChamber.com/business-excellence-awards.

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C

onsumerism has changed. The way we buy products, evaluate services and procure information about the things we are purchasing, whether it is a vacuum cleaner or dinner, has dramatically shifted. Now, we live and work in an age where any information is available by the click of a “search” or “go” button and people willingly – and sometimes, brutally honestly – share information about products and services. We expect more from what we buy and the service we receive when we’re buying it and while we have it. What accompanies this shift is a new way of thinking about customer service. Companies are much more than four walls, a product or a service and the people who represent them. Customer service now encompasses technology, online communities and a new level of social interaction. It’s a bigger picture: a machine that must be well-oiled, constantly optimized and rethought to perform at peak capacity.



Preventive Maintenance...

For Leith Martin, CEO of UBIQUITA, a locally-based telecommunications and unified threat management company, the keys to providing the service expected in today's economy are anticipation and communication. "When we have any type of service interruption, even though it may not relate to us, we notify the customer of a potential problem and provide a solution before it becomes a problem." In his business, it can be a service interruption from a partner provider that may affect the connectivity of the services they provide. In that case, Martin provides instant communication to clients that may be affected by it; oftentimes, he says, the customer doesn't even know there were service interruptions until UBIQUITA calls and they together formulate a game plan on how to address the issue, even if it's not in their power to fix. "Communication is key," he asserts. Martin also expects that some of his clients may not always remember how to reconfigure devices and perform minor changes to the systems his company provides, so he integrated these updates as part of UBIQUITA's basic service package, taking away what is oftentimes an element of frustration for his customers.



"Companies are much more than four walls, a product or a service and the people who represent them."

Anticipating clients' potential aggravation or disappointment with a product or service and providing "pre-solutions" to them is an idea that can be implemented in any industry. Hillary Steinberg, vice president of relationship marketing for Steinberg Law Group, anticipates her clients' needs by having a referral network at their disposal, should the need arise. "In family law, the whole idea is to assist the person in what can be traumatic time of their life," she explains. "We listen to what our customers' needs are, but we've already planned ahead to meet those needs. We set up referrals to give out, like psychological counseling and realtor services." The key to anticipation doesn't have to be scientific; looking at previous issues your customers have brought to your attention, taking a look ahead at potential news or updates that may affect your clients in the future and knowing your clients' level of comfort with your products and services are a

useful place to start. For example, a health insurance broker may send out an email newsletter on updates to healthcare reform. A restaurant may add a gluten-free or vegan menu if there have been several requests made from guests. An air conditioning repair company may provide a user-friendly FAQ sheet to customers to help their customers troubleshoot if a unit malfunctions. Adapting an anticipatory customer service strategy isn't just thinking ahead; it's a smart and savvy way to address potential pitfalls and customer issues before they even happen.

Oiling the Squeaky Gears...

In a digital age, an unhappy customer has much more of an audience. Social media and review websites, along with word-of-mouth, can create negative attention to a business before a business owner even knows there is a problem. A 2013 study from BrightLocal found that 79 percent of consumers trust online reviews as much as personal recommendations, and 85 percent of consumers read online reviews for local businesses to determine whether or not the business is "good."

Owning the conversation and exercising some control over the reach of the conversation (by addressing the comment before it is shared or opened up to other negative feedback) can make a difference in your online rankings and addressing problems before they are shared between social media networks or receive any additional attention.

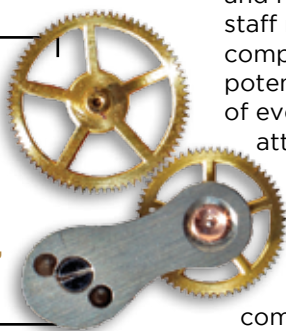
Having a forum on your website where it is possible for you to be the first line of defense (including a rating system or an online comment portal), as well as monitoring your social media on a regular and vigilant basis, are easy ways to incorporate yourself in the conversation. Steinberg utilizes an online rating system on her firm's website, which feeds directly into their social media stream. Claiming your business on Yelp, Trip Advisor and other review sites as necessary and addressing complaints immediately and directly to the source material demonstrates to other users that you address issues in a timely and responsive manner. In addition, you can set up a Google Alert for you and your business in just a few clicks. This tool gives you a list of where you appear throughout the web using specific keywords you provide. When a new post or story mentions your company, alerts can be sent to you via email on a regular or "as-it-happens" basis. All of these things can keep you up to date on the conversation about you and your business, and give you an opportunity to correct and address issues in real time.



Know the Parts...

Knowing your customer is a function of a good customer service strategy. Reading your customers and knowing when they want to be left alone to browse, whether in your store or on your website, is an integral focus of delivering satisfaction and driving repeat clientele. Reading body language and other social clues, as well as monitoring online behavior, to ascertain the level that a customer needs help – those who browse the same aisles of your store or someone who has visited certain sections of your website without making a purchase or taking further action, for example – can help avoid awkwardness or frustration over too much or too little help.

“Transparency, tone and cleanliness matter when it comes to your customer service representatives, and your website is no different.”



Rick Zeitlin, president of Courtesy Call, a national contact center, approaches his entire customer service philosophy around asking the customer what they want. “I’ve been able to solve many a problem by talking directly with the customer and simply asking them, ‘What do you want?’” he says. In his business, asking the question and designing a plan around what his customers need, rather than trying to assume what his customers’ goals and needs are, have resulted in a longtime, loyal client base. All of these components, from reading a customer’s behavior on your website to knowing when a customer just wants to get in and out of your business or engage in a conversation about their needs, can help create a culture of customer satisfaction in an organization. In the end, it means establishing a customer service strategy that makes sense for your business and your type of clientele.

Fix It When It’s Broken...

It happens. No matter how diligently you try to anticipate potential pitfalls or problems, and no matter how great your front-line employees are, mistakes happen and customer service blunders occur. While it is unpleasant, there are takeaways and lessons to be learned from each misstep. How your company handles the problem can seriously affect customer behavior. In the 2012 American Express Global Customer Service Barometer, a key finding was that over half of consumers surveyed intended to conduct a business transaction with a company but decided not to, based solely on a poor service experience. That number jumps to 80 percent for those who use social media. A rude or unresponsive customer service representative ranked as the top reason for leaving a brand or business. Bad customer service, simply put, costs you money and your hard-earned reputation.

Fixing it can be as simple as having practice sessions with employees and giving them demonstrations and role-playing activities, as well as holding regular staff meetings with the opportunity to discuss complaints, how they were handled and areas of potential improvement. Tammy Stephens, director of events and marketing for The Sugar Factory, attributes a consistent stream of communications in management team meetings that trickle down to service staff to a successful, service-oriented 24-hour restaurant, bar and retail operation under one roof. “Having so many components, it is really important to maintain employee communications. We own our departments and take feedback from the team. Strong communication is key to an outstanding management and service team.” By keeping open lines of communication and an honest dialogue with your front-line staff, as well as those who manage them, you can learn and grow from mistakes, as well as avoid them in the future.

Get the Right Mechanic for the Job...

Your staff used to be your guaranteed first impression for a customer. Now, the majority of consumers research products through a company’s website and online reviews before picking up the phone or browsing a store. While communication to and from staff is always an integral component to ensuring customers’ needs are being met, having

the information on your website they need to make informed decisions is an essential piece of a 21st century first impression. Your website should have an "about" section that details what your company is and what it's there to do. Contact information, including your location(s) and phone number(s) should be readily available, if not on every page. Describe your products and services, what differentiates them from others in the marketplace and offer testimonials. Transparency, tone and cleanliness matter when it comes to your customer service representatives, and your website is no different.

"Bad customer service, simply put, costs you money and your hard-earned reputation."

The way consumers research and make decisions may shift, but front line employees are still a vital part of an all-inclusive customer service strategy. Creating a strong customer service culture is a central tenet of company core values and brand identification, from small businesses to multi-national corporations, like Amazon, Google and Marriott. The strategy must fit the company and its culture, clients and staff values, so the staff believes in it enough to

practice it every day, and clients can see it in their interactions and experiences. Empowering staff to make decisions in the best interest of the customer is a practice Martin implemented with UBIQUITA, including giving employees the authority to order replacement parts and make judgment calls to make the customer happy in a responsible way. Regular staff meetings are open forums for staff to voice ideas and new practices to improve customer service. Service is practiced and preached in shift meetings at The Sugar Factory. Courtesy Call employees practice it on every call, representing both themselves and their client. And customer service is a "start-to-finish" philosophy for each administrator, attorney or support staff member at Steinberg Law Group.

Today, providing great customer service is about recognizing the changing ways, beliefs and behaviors of the modern consumer, and adapting your company's employees, tools and practices to them. Much like buying a large piece of equipment is a business decision, so is having an evolving, modern and common-sense customer service strategy. It requires commitment, investment, maintenance and attention to optimize its performance and give your business an edge.

By Greta Beck-Seidman

Recognize Great Customer Service In Your Company!



The Metro Chamber, in partnership with the Las Vegas Convention and Visitors Authority, is proud to present the **Customer Service Excellence** program to the Las Vegas business community. This FREE turnkey program gives you the tools to have your management,

staff members and customers recognize those individuals in your business who go above and beyond to serve your customers. Staff members are recognized at quarterly breakfasts and at the annual Customer Service Excellence Luncheon. For more information on how to get your company involved in the program, contact Kimberly Bagdasarian at kbagdasarian@lvchamber.com or 702.586.3809.

Check out the **Customer Service Excellence Luncheon**, featuring live entertainment, special recognition of individuals recognized multiple times over the program year and the presentation of the Customer Service Excellence Person of the Year.

Friday, November 15
11:30 a.m. - 1:15 p.m.
Orleans Hotel and Casino
Tickets: \$45 / Table of 10: \$450
For tickets and tables, visit LVChamber.com.

A SHARED RESPONSIBILITY: FUNDING SOUTHERN NEVADA'S WATER INFRASTRUCTURE

Building a regional water system to keep up with the dramatic population increase during the 1990s and early 2000s was a daunting challenge. Paying the mortgage for the water system in light of the economic downturn has been equally challenging. Fortunately, a committee of community stakeholders has been working to address the issue for more than a year. Its efforts have yielded a rate structure that accounts for fairness, equity and reliability among consumers in Southern Nevada.

While the majority of our community's water treatment and delivery system was built in the 1990s and early 2000s, the bulk of the mortgage payments are coming due within the next three years. Recognizing the challenges associated with funding more debt service on the heels of a rate increase implemented in 2012, the SNWA Board established the Integrated Resource Planning Advisory Committee (IRPAC) to make recommendations on how to meet these funding challenges and other water-related issues.

The committee began meeting last summer, and in the fall was joined by seven more individuals serving on a Financial Subcommittee. Elected officials ensured the committee represented a wide range of stakeholder groups: chambers of commerce, small business, commercial properties and gaming were among those seated at the table.

Together, the committees got right to work and reviewed the 2012 rate increase, evaluating each of the components and determining whether to recommend they continue. The committee recognized that all customers needed to share the responsibility of funding our community's existing infrastructure. Ultimately, the committee chose to build upon the existing rate structure and focus on how to address an increase in debt payments in 2016.

Following more than a year of work, the committee finalized their recommendations. In September, the IRPAC's recommendations were approved by the SNWA Board, formalizing the committee's effort to develop a fair and reasonable way for the community to share the cost of its water treatment and delivery system. Among the committee's recommendations is a formula that relies on both consumption and usage-based components, which means conservative water users will see a smaller increase than those who use large amounts of water. In addition, IRPAC recommended deferral of much of the increase until 2017 to allow the community time to adjust to the new rates, and recommended that fire line meter charges do not increase.

What this means for businesses is that everyone's water bill will increase a little, over time. When the new rates are effective in January 2014, most customers will see a slight increase in their



bill depending on how water is used. Rather than implementing a large increase in a couple years, businesses have time to adjust to the new rates. Fire line meter charges – a point of contention for many businesses, especially those with modest water use – will not increase.

I am grateful for the time IRPAC has expended on behalf of our community and proud of the work they have done to ensure Southern Nevada's safe, reliable and sustainable water system is supported with a stable funding formula that is fair and equitable. However, IRPAC's work isn't done. As Southern Nevada's main water supply, the Colorado River, is faced with record-breaking drought woes, the committee will spend 2014 considering impacts and drafting solutions for Southern Nevada. As we have addressed challenges in the past, we will tackle those in our future: together.



By: John Entsminger
Senior Deputy General Manager
Southern Nevada Water Authority



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what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **NOVEMBER**



how
to
register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

05

**TUESDAY, NOVEMBER 5
VYP MORNING BUZZ**

Enjoy a light breakfast and meet VYP Ambassadors and members of the Advisory council for an informational Q&A session.

7:30 – 8:30 a.m.

The InNEVation Center

6795 Edmond St.

Las Vegas, NV 89118

Complimentary

05

**TUESDAY, NOVEMBER 5
BUSINESS AFTER HOURS**

Featuring expansive views of the Southern Highlands Golf Club, cocktails and a sampling of its gourmet cuisine, this Business After Hours will “tee off” building new business relationships and expanding your professional network.

5:30 – 7:30 p.m.

Southern Highlands Golf Club

1 Robert Trent Jones Ln.

Las Vegas, NV 89141

Complimentary for Chamber members and their guests

Advance registration required

Sponsored by: Chamber Insurance & Benefits and Office Depot

12

**TUESDAY, NOVEMBER 12
CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

10:45 a.m. – Noon

Penta Building Group

181 E. Warm Springs Rd.

Las Vegas, 89119

\$54 every six months. Guests always complimentary.

13

**WEDNESDAY, NOVEMBER 13
PRESIDENT'S CLUB AND
EXECUTIVE LEVEL RECEPTION**

Join the Las Vegas Metro Chamber of Commerce in the newly redesigned Silk Road at Vdara Hotel and Spa for an evening of creating new high-level relationships among President's Club and Executive Level members.

5:30 – 7:30 p.m.

Silk Road at Vdara Hotel & Spa

2600 W. Harmon Ave.

Las Vegas, 89103

Complimentary and exclusive to President's Club and Executive Level members

Sponsored by: CenturyLink and Chamber Insurance & Benefits

00 - CHAMBER EVENT

00 - VYP EVENT

november chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

7:30 - 8:30 p.m.
See website for details on locations.

Monday, November 4
Wednesday, November 6
Monday, November 18
Tuesday, November 19

november sponsors:



14

THURSDAY, NOVEMBER 14 VYP FUSION MIXER

Mix and mingle with other young professionals while enjoying a view that will give you plenty to talk about.

6:00 - 8:00 p.m.

Stratosphere Tower at Level 107 Lounge
2000 S. Las Vegas Blvd., 107th Floor
Las Vegas, NV 89104

Online: \$10 members, \$15 non-members

At-the-door: \$15 members, \$20 non-members

Program Sponsors: Chamber Insurance and Benefits, Wells Fargo, Cox, UnitedHealthcare

Mixer Sponsor: *VegasInc.*

15

FRIDAY, NOVEMBER 15 CUSTOMER SERVICE EXCELLENCE LUNCHEON

Enjoy live entertainment, a special video presentation of the Gold nominees and the announcement of the Customer Service Excellence Person of the Year as we celebrate those individuals who continually go above and beyond to provide outstanding customer care throughout the Valley.

11:30 a.m. - 1:15 p.m.

The Orleans Hotel & Casino
Mardi Gras Room
4500 W. Tropicana Ave.
Las Vegas, NV 89103

\$45 Per Person

\$450 Table of ten

Sponsored by: Chamber Insurance & Benefits, *Las Vegas Review-Journal*, Wells Fargo, Boyd Gaming, Office Depot, KNPR, Southwest Gas

Program Partner: Las Vegas Metro Chamber of Commerce, Las Vegas Convention and Visitors Authority
Luncheon Partner: The Orleans

Media Partner: Channel 13

19

TUESDAY, NOVEMBER 19 NEW MEMBER BREAKFAST

Each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere. By invitation only.

7:00 - 7:30 a.m. Check-in & Networking

7:30 - 9:00 a.m. Program

SpringHill Suites by Marriott
Las Vegas Convention Center
2989 Paradise Rd.
Las Vegas, 89109

Sponsored by: Chamber Insurance & Benefits

25

MONDAY, NOVEMBER 25 VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See November 11 for details.

26

TUESDAY, NOVEMBER 26 CHAMBER VOICES TOASTMASTERS

See November 12 for details.

Each month, the Metro Chamber highlights Volunteers from its councils and committees. These volunteers make the Metro Chamber a vibrant, continually forward-moving organization. Be sure to introduce yourself the next time you see them.

council spotlight



Kay Collis, Chair, Customer Service Excellence

Kay Collis is the chairman of the Customer Service Excellence committee. A champion of the Las Vegas Metro Chamber of Commerce, she is a member of Business Council, as well as the Metro Chamber Ambassadors. She moved to Las Vegas in 1991 from Texas, and almost immediately joined the Metro Chamber. Since then, she helped found the Chamber Voices Toastmasters group and has become the highest ranking past leader of Toastmasters in Las Vegas. Collis hails from the financial services and banking industry, where she once held the position of Vice President, Operations. Currently, she is Independent Sales Director for Mary Kay Cosmetics.

Collis has served on the Customer Service Excellence committee for several years. During her year as chairman, she increased the committee to optimize future growth of the program, and was able to visit each of the program's host site ceremonies to support their employee recognition efforts. "This year, I truly wanted the Customer Service Excellence theme to be one of celebration for the employee who gives extra effort in doing their job," Collis says. "I want to celebrate our Las Vegas workers who keep our tourists coming back, take care of us who call Las Vegas home, and everyone who gives the 'extra effort' to make someone else's day better."

A man in a dark suit is running up a grassy hill, carrying a black briefcase. The background is a bright blue sky with a large, stylized white arrow pointing upwards and to the right. The overall image has a motivational, forward-moving feel.

For health insurance answers, head our way.

The Affordable Care Act means big things for your business. And that means you probably have some big questions, too. **The Nevada Division of Insurance** provides answers and insight into the cost of your health insurance, plus a chance to compare health insurance rates for your business. It's all the information you need.

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doi.nv.gov

metro chamber ceo testifies at congressional hearing



ne of the Metro Chamber's top federal agenda items is the designation of Tule Springs as a national monument. This has been a federal policy priority of the Chamber for several years.

As a result of a recent meeting with Chamber leaders and North Las Vegas Mayor John Lee, Congressman Rob Bishop (R-UT 1), Chairman of the Subcommittee on Public Lands and Environmental Regulation, scheduled a hearing to consider the Las Vegas Valley Public Land and Tule Springs Fossil Beds National Monument Act (H.R. 2015).

On October 3, Kristin McMillan, president & CEO of the Las Vegas Metro Chamber of Commerce, testified in front of the U.S. House of Representatives Subcommittee on Public Lands and Environmental Regulation, in favor of the designation of the new national monument in Southern Nevada.

McMillan, along with North Las Vegas Mayor John Lee and Las Vegas City Councilman Steve Ross, made the case in favor of the Las Vegas Valley Public Land and Tule Springs Fossil Beds National Monument Act (H.R. 2015). The bill was introduced by Congressman Steven Horsford and is co-sponsored by Congressman Mark Amodei, Congresswoman Dina Titus and Congressman Joe Heck.

McMillan stated, "This bill represents a unique opportunity where the preservation of our past can be an economic driver of our future." The bill will preserve a significant area of natural history in Southern Nevada. The Las Vegas Valley has one of the largest collections of fossils from the Pleistocene Epoch Period, or the Ice Age, in the northern edge of our valley. The educational lessons that can be learned from these fossils are countless and priceless.

She also stated, "The preservation value, educational benefits and economic benefits that would be gained has the potential to be an economic game changer for our eco-tourism industry in Southern Nevada. Tourism remains the driver of our economy and we are continually looking for ways to capitalize on this core industry, particularly when it comes to job creation."

In addition to her remarks, McMillan noted that the bill will help economic development in our metropolitan area. While the bill will preserve some federal land, it also gives Bureau of Land Management land back to the community for developmental purposes.

These additional lands would allow for the Cities of Las Vegas and North Las Vegas to recruit new businesses to their communities and facilitate the expansion of existing businesses. This will result in new jobs for our region, additional revenue to the local tax base and the expansion of economic diversification efforts.

McMillan also cited that the bill is widely supported because it makes sense – striking the right balance among preservation, education and economic development. She stated, "Long-time community leaders Helen Mortensen and Thalia Dondero have tirelessly dedicated their efforts to educate our community through the Las Vegas Ice Age Park Foundation. The Protectors of Tule Springs have also worked to preserve this area for future generations."

Other provisions of the bill include:

- The Tule Springs Fossil Beds National Monument, which would be approximately 22,650 acres, would be authorized and created. It would be the nation's newest and Nevada's only national monument.
- The City of Las Vegas would receive 660 acres and the City of North Las Vegas would receive 645 acres for commercial development.
- Nellis Air Force Base would receive 410 acres for training near its small-arms range.
- UNLV and the College of Southern Nevada would receive acres for expansion.
- 10,000 acres would be designated as recreation for off-road vehicles, which includes an off-road park of approximately 1,200 acres.
- Clark County would receive 2,320 acres near Primm for flood control protection in preparation of the proposed Ivanpah Airport.

The designation has broad-based support in Nevada, including the business community and civic groups such as the Las Vegas Ice Age Park Foundation and the Protectors of Tule Springs. During the 2013 State Legislative Session, the Nevada Senate and Assembly passed Assembly Joint Resolution (AJR) 1 in support for the designation of the Upper Las Vegas Wash as a national monument.

The next step in the legislative process is a bill mark-up in front of the U.S House Committee on Natural Resources. Please stay tuned for more updates!

spotlights

(B) Richard DePaso

Director - Aardvark Video & Media Productions

Richard DePaso opened his first video production studio in 1987, in Pleasantville, NY, where his clients included Mobil Oil, IBM, Pepsi, QVC, Oracle, and New York State. In 2002, he opened Aardvark Video in Las Vegas. DePaso is the president of the Las Vegas Videographers Association, a national speaker at conventions and recognized as an expert in the video business. He believes in thoroughly understanding clients' goals and making the process understandable with a high return on their investment.

(A) Kirsten Castellanos

Business Manager/Partner - Tradewinds Mechanical

Kirsten Castellanos has managed a variety of small businesses in the Las Vegas Valley over the past 15 years. She possesses a dual degree in Business Administration and Business Management from University of Phoenix and has worked in the fields of Advertising, Medical, Construction and Real Estate. Castellanos has been active in the community for many years with various charities, currently volunteering as a Court Appointed Special Advocate in the Clark County foster care system with seven years of service.



(D) Parker Elmore President & CEO - Odyssey Advisors

Parker Elmore is President and CEO of the financial consulting firm Odyssey Advisors. In 1998, he founded Primoris Benefit Advisors, Inc. which, in 2013, transitioned to Odyssey Advisors and expanded to the Las Vegas area. With a Bachelor of Science in Mathematics and more than 25 years of industry experience, Parker is a member of the American Academy of Actuaries, an Associate in the Society of Actuaries, a Fellow in the Conference of Consulting Actuaries and is enrolled by the Joint Board for the Enrollment of Actuaries.

(C) Jeffrey Rugg

Shareholder - Brownstein Hyatt Farber Schreck, LLP

Jeffrey S. Rugg is a shareholder in Brownstein Hyatt Farber Schreck's Las Vegas office and a member of the litigation group. His practice focuses on a variety of dispute resolution proceedings and practice areas, including antitrust, general commercial disputes and sports-related litigation. Prior to joining the firm, Rugg was an associate with Dewey Ballantine in New York. He was previously a law clerk for The Honorable William Zloch, Chief Judge of the U.S. District Court, Southern District of Florida.

president's
club

Bret Holmes**President – Advanced Management Group**

Advanced Management Group Nevada, LLC is a full-service real estate management company. With more than ten years of experience, including conventional, hotel and weekly property management, Bret Holmes works with property owners to achieve optimal results. Holmes is president of the Nevada State Apartment Association and is a delegate for the National Apartment Association.

Kelly Young**Divisional Vice President-Apple One Employment Services**

Kelly Young serves as the Mid-Southwest Divisional Vice President for AppleOne, a division of The Act 1 Group. Young has been in the employment services industry for more than 15 years. She is known and respected for her expertise in employment and market trends in Nevada, Arizona, Colorado and Utah. Through her leadership, Young has developed the number one region within AppleOne.

Joshua Miller**President – Keystate Corporate & Captive Management**

Keystate provides corporate and captive management services in Nevada and Delaware. Josh Miller received his BA in Economics and Foreign Affairs from the University of Virginia. He serves on the boards of the Las Vegas Rotary, the Public Education Foundation, the Nevada Taxicab Authority and the Nevada Captive Insurance Association. He is also involved in various other community organizations in Southern Nevada.



executive
level

Dan Evans**Market Director – Saint Mary's Health Plans**

Dan Evans is responsible for building operations for Saint Mary's Health Plans. Evans has more than 35 years of experience in the health insurance sales and service business industries. Previously, he helped direct an Arizona health insurance start-up company and was responsible for growing membership to more than 32,000 in less than four years. Evans has a bachelor's degree from California State University, Long Beach and an MBA from the University of Phoenix.

Patrick Byrne**Administrative Partner – Snell & Wilmer, LLP**

Patrick Byrne has been with Snell & Wilmer since 1988. In 2001, he opened the firm's Las Vegas office. Byrne is a member of the standing committee on judicial ethics and election practices for the State of Nevada, and is an active member of the community. Byrne earned his law degree with high distinction from the University of Kentucky.

Janet Lee**President – TheLivingPages**

A graduate of the Seneca College of Applied Arts and Technology, Janet Lee managed several restaurants in Toronto, Canada before founding TheLivingPages. Her personal passion for success has been driven by helping small business fight large competitors and by turning obstacles into opportunities. With her focus on optimum and effective marketing, Lee has brought forth a voice for Vegas' small business.

member insights

With customer service, I believe it's better to give than to receive. So, I always feel really good when I see our volunteers present a flower to a patient and elicit an exclamation of delight. It creates a most pleasant yet unanticipated goodbye following a visit with the doctor.
[Justin Schmiedel - Administrative Director, Cleveland Clinic Nevada \(A\)](#)

My customer service style is to treat all clients like I want to be treated, from a friendly voice on the other line when you call, to an acknowledgement of business and finally a thank you. It's that simple!
[Channelle M. Beller - Vice President/ Director of Marketing, National Title Co. \(B\)](#)

Often it's the little details that differentiate the customer service experience. From attentiveness, personalization, appreciation and consideration, these qualities boost customer loyalty and create a memorable experience. It's important to make someone feel special by going the extra mile. Putting a smile on a face is a job well done.
[Jennifer Parkhurst - Business Development Manager, Ajilon Professional Staffing \(C\)](#)

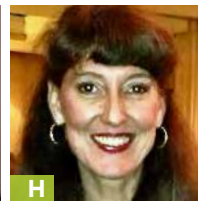
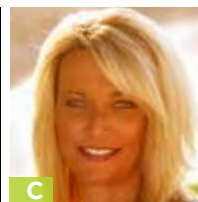
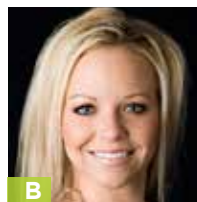
My personal philosophy on customer service is to always be efficient, personalized and accessible. It is not about what I appreciate; rather, it's about being responsive to my customers' needs. Providing great customer service, like any relationship, is a partnership. Build trust with your customers, communicate effectively, and be accessible when they need you to be.
[Parker E. Elmore - President & CEO, Odyssey Advisors \(D\)](#)

At AA Printing, we believe that customer service is crucial to our success. The best for us is word of mouth. We believe that if you provide good service customers will talk about it no matter what business or industry you are in.
[John Pinnington - Owner, AA Printing Service](#)

A smile and a warm hello go such a long way. I love customer service, whether over the phone, in person and even through e-mail that is friendly yet professional. Sharing personal stories is great, too, but the initial approach is what is most important to me. "First impressions last forever."
[Victoria Pua - Business Development Coordinator, Southland Industries \(E\)](#)

The type of customer service that I appreciate is when the person who has a product/service to sell is able to discuss their product/service to the customer with genuine confidence in their product/service. I appreciate follow up and honesty. No fluff.
[Alexia Staggs - COO/Co-Founder, MTI & Simulation Lab \(F\)](#)

WHAT TYPE OF CUSTOMER SERVICE DO YOU APPRECIATE?



When working with a customer, we were always taught to imagine an invisible sign on them that said "make me feel special." Basically, it means paying attention to what the customer wants and giving them a little extra attention. The most appreciated thing you can do is to listen. Too many people do not listen and consequently are providing the wrong thing to clients.

[Dawn L Walker - Sr. Sales Director, Mary Kay \(G\)](#)

Our clients do not get to see our team; most of the time they never even see our officers as they work shifts opposite their working hours. To help combat this disassociation, we have a customer contact system where individuals from our office contact clients on an ongoing basis. Each client receives four emails a month, one phone call and a site visit. This way, each member of our team in the office cycles through doing these.

[Justin McEwen - Owner, Rock Security](#)

In my experience, I find that the best results come from personalized, compassionate interaction. From the perspective of the service position, listening with an open mind is the best way to find out what your customer needs and how they will best receive you and your product. I like to treat people as if they are a friend, with concern for their needs, and to respond in the most efficient manner to bring them the results they are looking for.

[Linda Addington - Gfour Productions, Menopause The Musical \(H\)](#)

north las vegas

GIANTS AMONG US

BY MAYOR JOHN LEE
CITY OF NORTH LAS VEGAS

L

ast month, I wrote a column about needing visionary leaders, or Giants, to step up and help solve our valley's problems. I wrote, "Retirement, death and multinational business interests had robbed the valley of some of our great business and political thinkers, planners and visionaries

who worked together to build our region. Despite the loss of so many of these Giants, we still have potential all around." Several people have asked me about my column, and surprisingly they all have a similar question. "Who are our Giants?"

Purposefully, the article did not specifically name any Giants, but rather discussed the general need for leaders – community Giants – to step up with homegrown solutions to our problems. We are all in this together and we need solution driven leaders.

There are Giants among us; however, naming a specific Giant becomes as perilous a question as naming which of my seven children is my favorite. Friends, I have found some Giants many of you already know about - Kristin McMillan and her team at the Las Vegas Metro Chamber of Commerce, who have provided leadership and opportunities for partnership. Through the Metro Chamber, some of our community's most capable and visionary leaders are coming together to solve problems.

"Who are our Giants?"

During our recent trip to Washington D.C., the Chamber put together an action plan that led to productive and fruitful meetings. Kristin led discussions with members of Congress about the issues facing our small businesses, and together, we emphasized the importance of I-11 and the designation of Tule Springs National Monument. The Chamber understands that I-11 and the Tule Springs projects are not just opportunities for a trickle-down impact on our business community; the group sees them as a waterfall of opportunities – opportunities for your company to tap into the power of connecting six million potential customers by interstate, and leaping into the economic opportunities generated by 350 million domestic and international travelers who annually visit our national parks.



Their leadership and partnership extend beyond the federal picture, as well. Kristin and Chamber chairman Jay Barrett are both on the Shared Services Committee, an initiative between the City of North Las Vegas and the City of Las Vegas to explore opportunities to work with one another in the spirit of cooperation and collaboration, in an effort to work out collective solutions to our shared problems, find mutually beneficial programs to increase efficiency and save taxpayers' money.

I have heard that knowledge is having the right answer, and intelligence is asking the right question. Kristin and her team demonstrated both as they skillfully navigate through local, state and federal issues impacting Southern Nevada. Together, as community partners, we will forge a bright future for our region and welcome in a new era of Giants.

member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.



wheeling and dealing

Commercial Executives Real Estate Services recently represented Horizon Ridge Professional Center in the sale of a 30,200 +/- SF office building located at 2298 Horizon Ridge Parkway, Henderson to Century Landmark. The sales price was \$3,600,000.

Galaxy Cannery Luxury+ Theatre, located at **Cannery Casino & Hotel** in North Las Vegas, unveiled its newly transformed Digital Fusion Experience (DFX) Auditorium featuring Luxury+ amenities including fully-reclining cushioned, leatherette seats with powered footrests, a large-format screen and Dolby Atmos™ sound system.

A Microsoft retail store featuring a wide range of products and services is opening at **Fashion Show** in November.

upcoming events

The Ronald McDonald House Charities Scholarship Program announces online applications are available for high school seniors and due by January 21, 2014. Applications are available at rmhlv.org.

announcements



Make-A-Wish Southern Nevada named Caroline Ciocca the organization's new President and CEO. Ciocca will oversee all operations of the nonprofit that serves children with life threatening illnesses in our community.



The CPA firm of **Johnson Jacobson Wilcox** announces the promotion of Alisha McClellan, CPA to Director. She specializes in the areas of audit and attest services and consulting for a variety of construction clients, manufacturers, retirement plans, and retail petroleum companies.



Shauna Lemieux has been named Communications and Brand Manager for **Vegas PBS**. In her new position, Lemieux will develop and implement strategic communication plans to support the mission and goals of Vegas PBS, oversee brand development, and direct and manage all public relations, advertising, design and production activities.

The Equity Group welcomed Neal Anzalotti, Tyler Mays and Jason Brooks to the company as vice president and senior brokerage associates respectively. The Equity Group promoted Steve Neiger to senior brokerage associate.

Catholic Charities of Southern Nevada appointed Steve Meriwether as Vice President of Plaza Services. As a veteran of the Las Vegas Metropolitan Police Department, he brings an extensive background of law enforcement, security and management skills.

Bank of Nevada hired Bill Oakley as Senior Vice President, Real Estate Manager for its Commercial Real Estate group. Oakley has more than 25 years of experience in the banking industry and has resided in Las Vegas for 10 years.

congratulations

Kung Fu Thai restaurant received the TripAdvisor® Certificate of Excellence award which honors hospitality excellence. It is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor®.



Warren Wheeler, M.D., medical director and director of palliative medicine for **Nathan Adelson Hospice**, has been named one of the 30 most influential leaders in hospice and palliative medicine.

Walter Bracken STEAM (Science, Technology, Engineering, Arts, Math) Academy in the **Clark County School District** has been chosen as one of a select few schools in the nation to receive the coveted 2013 Blue Ribbon National School designation from the United States Department of Education. Also, it was one of only 26 schools that was designated as "exemplary high achieving."

Duane Morris LLP has been named one of the 2012 Working Mother and Flex-Time Lawyers "50 Best Law Firms for Women," based on its family-friendly policies and business development initiatives that retain women and advance them into leadership pipeline. Duane Morris is featured in the December/January issue of the magazine, and on workingmother.com and flextimelawyers.com.

community service

The **City National Bank** 4th Annual Back-to-School Supplies Drive collected and donated more than 41,000 school supplies for at-risk students at elementary schools in Nevada, California, New York, Georgia, and Tennessee.

During the month of October, **Miracle Mile Shops at Planet Hollywood Resort & Casino** hosted a suit drive in conjunction with **United Way of Southern Nevada (UWSN)** Women's Leadership Council's 6th Annual Fall Suit Drive, as part of its Caring, Giving, Changing community campaign. Donations benefit United Way accredited agencies with back to work programs for women.

The Desert Research Institute distributed free science curriculum kits, renamed Green Boxes, to support Nevada's pre K-12 educators in science-based environmental education by providing free tools, resources, and knowledge to help with instruction on topics such as water conservation, renewable energy systems and recycling.

The Glenn Group, a Nevada-based marketing and innovation agency, has chosen two lucky tech startups to join their collective office space as a result of #1DollarOfficeSpace, a unique application process held in the month of August for a tech startup to rent office space in downtown Las Vegas for \$1 a month for a year. The startups chosen include Record Setter and Computers for a Cause.

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member to member

GOING LONG: THREE KEYS TO BUSINESS LONGEVITY FROM A COMPANY THAT'S DONE IT



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ongevity – I've been thinking about that a lot lately as our company recently celebrated being a part of the Las Vegas community for 60 years.

To what do I attribute our durability? I think it can be boiled down to three main areas – a focus on client service, culture and relationships.

At McGladrey, an accounting firm, our tagline is not just something we put on a website (although you will find it there, too). “The power of being understood” is something that we provide to our clients every single day. But what does that mean? For us, we focus on serving mid-sized companies in industries such as manufacturing, gaming, financial institutions, real estate and construction – industries that are the heart of the Las Vegas economy. But having industry knowledge that we share with our clients is only the starting point. For every business, each client is unique. Listening, acting responsively and challenging their ideas to help them adapt and get the results they desire are keys to being understood, from your client and from your client to you. Because we take the time to understand, many of our clients pay us the ultimate compliment – they stick with us through the boom economies and slowdowns.

But just who is providing this client service? McGladrey has been fortunate to have many key leaders and stakeholders choose to spend their whole career serving companies in Las Vegas. Where others have struggled with turnover, we have continuity.

From the moment you arrive at McGladrey, we discuss our core values – respect, integrity, teamwork, excellence and stewardship. We expect our staff to live this value system both inside McGladrey and in the Las Vegas community. The result is a culture that sustains growth and development for our people, both professionally and personally. When you build a sustainable culture, growth and longevity follow. Establishing strong roots through consistent, resilient core values provides a firm foundation for your company and the people that comprise it and make it so vibrant.

The third key to longevity is building relationships with numerous individuals and organizations that make Las Vegas one of the most distinctive cities in the country. The Metro Chamber, for example, has been a champion of this relationship building because they understand the importance of bringing people together with diverse backgrounds to share ideas, network and develop lasting, meaningful relationships. These relationships can help you achieve longevity through something as clear as a referral or something intangible, such as a new approach to a business challenge. You may not know how a person can help you, or how you can help that person, but there are learning opportunities and ways to engage that go far beyond the exchange of a business card.

While client service, culture and relationships may seem like something that you know and do every day at your organization, I encourage you to think about them in a different light and challenge your assumptions. Through our focus on these three areas, McGladrey has achieved longevity in Las Vegas, and we intend to be around for many more years.



By: William Wells,
Office Managing Partner-Las Vegas,
McGladrey; Past Chairman, Las Vegas
Metro Chamber of Commerce

Tis the Season . . .

...CHARITABLE
GIVING
IN NEVADA
DECEMBER 2013

This December *Nevada Business Magazine* will highlight the organizations that do so much for communities across the state. The special report will feature non-profits throughout Nevada and focus on how corporations in Nevada contribute to charitable organizations.

There are many ways to be involved and to highlight your organization's charitable giving. **For more information, contact your account representative or call 702.735.7003.**



Nevada Business
the decision maker's magazine

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



ALL STORAGE OF LAS VEGAS

All Storage of Las Vegas, located at 9440 Peace Way, celebrated its Metro Chamber membership and ninth anniversary. All Storage differentiates from typical self-storage companies by providing professional moving and storage solutions while exceeding customers' expectations. Call 702.596.4902 or visit allstoragevegas.com.



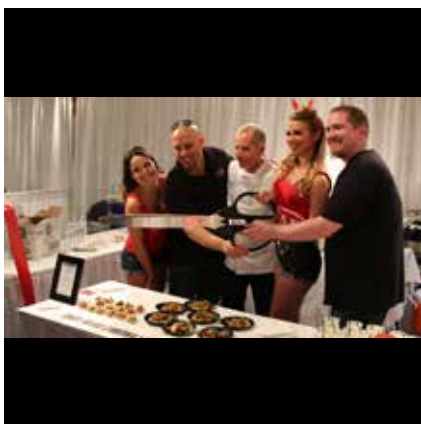
A LAS VEGAS PEDIATRICS

A Las Vegas Pediatrics announced its grand opening at 5876 S. Pecos St. The clinic in Las Vegas and Henderson employs a team of physicians who are board certified in pediatric medicine, as well as nurse practitioners and physician assistants. The practice uses national guidelines to proactively treat children. Call 702.733.0744 or visit alasvegapediatrics.com.



EAGLE QUEST OF NEVADA, INC.

Eagle Quest of Nevada, Inc. commemorated its 10-year anniversary and Chamber membership. It is located at 7381 Prairie Falcon Rd., Ste. 110. Eagle Quest is devoted to serving at-risk youth and their families throughout Southern Nevada by providing foster homes, therapeutic counseling, medication management, clinical assessments and other services. Call 800.416.KIDS(5437) or visit eaglequest.us.com.



PC CABO WABO CANTINA

Cabo Wabo Cantina, brought to Las Vegas by Sammy Hagar, recently celebrated its three-year anniversary at 3663 Las Vegas Blvd. S. Cabo Wabo Cantina opens at 8:00 a.m. daily, with live music every Tuesday-Thursday. Call 702-385-CABO (2226) or visit cabowabocantina.com.



PC CHAMBER INSURANCE AND BENEFITS, LLC

Chamber Insurance & Benefits celebrated seven years serving Las Vegas Metro Chamber of Commerce members with their group health, dental, vision, life, workers' compensation, business, young professionals and pet insurance needs. Call 702.586.3889 or visit ChamberIB.com.



D & R HOUSE OF DIAMONDS

D & R House of Diamonds commemorated its Chamber membership. It specializes in timeless engagement rings, loose diamonds, classic designer jewelry and professional custom design. It represents one of the world's largest diamond wholesalers and is located at 410 S. Rampart Blvd., Ste. 390 in Tivoli Village. Call 702.308.0409 or visit dandrdiamonds.com.

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HARBOR FREIGHT TOOLS

Harbor Freight Tools, the nation's largest discount tool retailer, celebrated its grand opening at 160 S. Rainbow Blvd., Ste. 160. It offers quality tools at affordable prices. Harbor Freight Tools was founded in 1977 and has more than 430 stores nationwide. Call 702.341.0060 or visit harborfreight.com.



FIRST PERSON CARE CLINICS

First Person Care Clinics commemorated its grand opening at 1200 S. 4th St., Ste. 111, with local dignitaries and staff. Its mission is to provide efficient, high-quality and affordable healthcare through a holistic, compassionate and accessible approach to all, including medically underserved, uninsured, and underinsured individuals. Call 702.380.8118 or visit firstpersoncareclinics.org.



BIG BROTHERS BIG SISTERS OF SOUTHERN NEVADA

Big Brothers Big Sisters of Southern Nevada announced its 40th anniversary and new offices located at 2000 E. Flamingo Rd. Call 702.731.2227 or visit bbbsn.org.



KHN ENTERPRISES

KHN Enterprises celebrated its cover girl's debut with friends, local celebrities and family. KHN is a creative and marketing source that specializes in print, digital, mobile and internet marketing, website and app development. KHN also provides social media marketing, film, video and music production. Call 702.824.7822 or visit khneneterprises.com.



MARQUIS PLAZA REGENCY

Marquis Plaza Regency celebrated the remodeling of its short-term therapy gym located at 6021 W. Cheyenne Ave. Marquis offers assisted living, post-acute rehab, home health care and Alzheimer's care by people who are passionate about making sure that life is lived to the fullest at every stage. Call 702.658.9494 or visit marquiscompanies.com.



STIR KRAZY MONGOLIAN GRILL

Stir Krazy Mongolian Grill announced its grand opening at 4503 Paradise Road. It offers homemade sauces, fresh vegetables and quality cuts of meat and poultry. It takes pride in using quality products and providing excellent customer service. Call 702.998.9994 or visit [Facebook.com/stir.krazy.mongolian.grill](https://www.facebook.com/stir.krazy.mongolian.grill).

know the numbers

WHAT TULE SPRINGS FOSSIL BEDS NATIONAL MONUMENT MEANS FOR SOUTHERN NEVADA

The Metro Chamber recently testified in support of designating Tule Springs as Nevada's only national monument. It would mean myriad benefits for the community, including increasing our share of ecotourism, enhancing higher education, boosting job creation and generating various other economic development opportunities. So how do the numbers break down?

22,650 ACRES
for the Tule Springs
National Monument

HOW DOES IT BREAK DOWN?

40,635

acres bordering Las Vegas, North Las Vegas,
Las Vegas Paiute Indian Reservation
and the Desert National
Wildlife Refuge

285 ACRES
for Great Basin
College

2,085 ACRES
for UNLV

40 ACRES
for CSN

1,540 ACRES
for LVMPD shooting
range access

645 ACRES
for City of North
Las Vegas for
commercial
development

1,211 ACRES
for Clark County to
establish a park for
off-roaders

8,789 ACRES
for off-road vehicle recreation

660 ACRES
for City of Las Vegas
for commercial
development

410 ACRES
for Nellis Air Force
Base for training

2,320 ACRES
near Primm for
flood control
protection for
the proposed
Ivanpah Airport



UTILITY CORRIDORS

400-foot right of way for construction of a high-voltage transmission facility

100-foot right of way for the construction of a buried water conveyance pipeline

preview

LAS VEGAS



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vyp fusion mixer at level 107 lounge

What better way to celebrate another great year of Vegas Young Professionals than at the top? Join VYP at the top of the Stratosphere Tower, inside Level 107 Lounge, for our winter mixer. Mix and mingle with other young professionals while enjoying a view that will give you plenty to talk about.

Thursday, November 14

6:00 - 8:00 p.m.

Stratosphere Tower

2000 S. Las Vegas Blvd.,

107th floor

Online: \$10- Members,

\$15- Non-members

At the door: \$15- Members,

\$20- Non-members

Mixer Sponsor:

VEGASINC



“A

n investment in knowledge
pays the best interest.”

- Benjamin Franklin

When we think “investment,” we automatically think dollar signs. Don’t limit yourself to such a small portion of what investing means. To invest in you means to believe in yourself and continually advance your knowledge, interests and perspective. Pick up a book on a subject you want to learn more about, take a class at the gym, volunteer at your local soup kitchen – you’ll discover more about yourself by taking this time to step back from routine living to do these types of things.

The following is advice I would like to impart that sums up this concept of investing in you perfectly.

Be a perpetual student. If your manager or organization does not choose to invest in you, that doesn’t mean you are not worth the investment. You of all people should know that the most. Choose to better yourself.

A great maxim from BrianKim.net asserts, “Learn how to maximize the enormous potential that lies in your mind and body. This includes learning how to set goals, manage your time, remove fear and doubt, adjust your thinking, create new habits, squash bad habits, how to take care of your health and focus.”

You will only get out of work (and life!) what you put into it. Become a student of life, and seek to gain as much wisdom, learning and experience as you can. Don’t rest on your laurels! Yes, yesterday’s success was great, but you cannot rest there forever. We were made for growth, work and achievement. Fresh experiences and learning keeps us vibrant, healthy and challenged.

It doesn’t necessarily have to be about getting an advanced degree or certification. Think beyond undertaking something that will only serve you in a narrow focus. Expand your horizons by embracing a project or hobby that may not necessarily have an immediate application now – whether it is picking up HTML coding, photography or meditation. It can give you not only a new appreciation for different ideas, thoughts and people, but can broaden the way you approach problems and situation in the different roles you fulfill in your life.

Make the investment – of your time, energy, commitment and passion – into yourself. The return on investment will be worth it.

By: Jasmine Freeman, Office Dynamics, co-author, *Who Took My Pen...Again?*, Chairman-Elect, VYP Council



Vegas Young Professionals and Metro Chamber members had their networking game on for Business Blend inside The View at Palms Casino Resort. More than 400 guests took advantage of billiards, board games and shuffleboard while creating new connections and building professional relationships.

the final word



metro chamber kicks off another program year for leadership las vegas and leadership north las vegas

The Las Vegas Metro Chamber of Commerce welcomed the Classes of 2014 of its prestigious Leadership Las Vegas and Leadership North Las Vegas programs with the annual Gateway and Advance sessions, respectively. Each of these unique opening sessions builds camaraderie and teamwork within the classes and gives them ample opportunities to connect with one another before diving into the programs' ten months of sessions on current issues and topics in Southern Nevada. For more information on these signature programs of the Metro Chamber and to see which one may fit you best, visit LVChamber.com or call 702.641.5822.



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JFK: American Experience

Part One

Monday, Nov. 11 at 9pm

Part Two

Tuesday, Nov. 12 at 9pm

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| Amoxicillin 500mg - 30qty - | \$12.86 |
| Rimantadine 100mg - 30qty - | \$29.22 |
| Azithromycin 500mg - 10qty - | \$62.16 |
| Levofloxacin 500mg - 12qty - | \$106.06 |
| Prednisone 20mg - 20qty - | \$7.73 |
| Medrol 4mg - 21qty - | \$39.50 |

*Discounted prices were obtained from participating pharmacies.
Prices vary by pharmacy and region and are subject to change.



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DEC. 3, 2013

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\$60: MEMBERS
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\$600: TABLE OF TEN

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